

**From:** ALTRU1@aol.com@inetgw  
**To:** Microsoft ATR  
**Date:** 1/3/02 1:28pm  
**Subject:** MICROSOFT SETTLEMENT

DEAR SIR,  
CAN THE NATION AFFORD TO "FIDDLE WHILE ROME BURNS" IN THE MICROSOFT CASE?  
SURE, COMPETITORS SHOULD GET A SHOT AT THE BRASS RING, BUT SHOULD  
GOVERNMENT  
BE CHOOSING WINNERS AND LOSERS AS TELECOMMUNICATIONS EVOLVE?

THE RACE TO THE NEXT LEVEL WILL BE "TEMPORARILY" HELD BY THE COMPANY OR  
INDIVIDUAL WITH THE MOST AGGRESSIVE MARKETING METHODS AND THE MOST  
INNOVATIVE  
PRODUCT, AND THAT POSITION WILL BE HELD SECURELY ONLY AS LONG AS IT  
APPEALS  
TO CONSUMERS POCKET BOOKS AND COMMON SENSE.

MICROSOFT WENT ONE STEP FURTHER. THE FOUNDERS OF MICROSOFT IDENTIFIED THE  
ONE THING MISSING FROM EARLY PERSONAL COMPUTERS. A "STANDARD OPERATING  
SYSTEM" THAT COULD BE USED AS A PLATFORM FOR FUTURE GROWTH WAS A "MUST  
HAVE"  
ITEM. MICROSOFT EXPLOITED THE IDEA OF A STANDARD OPERATING SYSTEM.  
EVOLUTION  
AND ADDITIONS WOULD APPEAL TO CONSUMERS WHO WANTED A COMPUTER TO DO  
THINGS  
FOR THEM EASIER THAN THE WAY THEY DID THE TASK AT PRESENT. THUS, THE MASS  
APPEAL FOR THE PC WAS CREATED, ALONG WITH AN ENTIRE INDUSTRY TO SERVE THE  
DEMAND FOR MORE AND MORE FEATURES AND FASTER AND FASTER SPEEDS.

A WHOLE INDUSTRY DEPENDS ON THE STANDARDS. CONSUMERS SIGHED WITH RELIEF!  
AT  
LAST THE COMPUTER COULD BE UPGRADED EASILY. ACTUAL WORK COULD BE DONE.  
HOW  
MARVELOUS! MICROSOFT RESPONDED TO THE DEMAND BY LOOKING THE OTHER WAY  
WHEN  
BOOTLEG COPIES WERE ADDED TO OTHER MACHINES. CREATING A STANDARD WAS  
THE KEY  
TO FUTURE SUCCESS. LET THE BOOTLEGGING CONTINUE.

ALONG THE WAY MORE FEATURES WERE ADDED AS PART OF THE PACKAGE  
(BUNDLING), AND  
CONSUMERS LOVED IT. WALMART DOES THE SAME THING AND CONSUMERS LOVE IT!  
WHY  
DO THEY LOVE IT? SIMPLE, IT'S CHEAPER!! MARKETS WORK THAT WAY.

SO WHY MUCK IT UP?

